

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

October 18, 1996

RJR Account #124920

F. Colucci

F. COLUCCI, INC.

DECEMBER DORAL B2G1F / PROMOTION #601794

Dear Frank:

DORAL B1G1F product has been ordered (see quantities listed below), as well as **15** skus of B2G1F sleeves (Item #515990) pack your December *Partners* display shipment to participating retail accounts. All additional pertinent promotional information is listed below:

DORAL STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Full Flavor Kg	12300-22268	1
Light 100	12300-22264	1

Product / Premium Arrival:

November 18, 1996

Ship Date to Retail:

Week of: November 25, 1996

SKU CUBE:

1.0400

SKU WT (w/o Product):

4.0000 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Savings Cartons

EFT \$ Amount:

\$86.17

Non-EFT \$ Amount:

\$N/A

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B2G1F

F. COLUCCI, INC.

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-1 free sleeves. Buy-1-Get-1-Free product should be placed into the sleeve and an additional 'Live' pack inserted with it. B1G1F product will be pre-banded.

**SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT AS INDICATED ON THE
ATTACHED CUSTOMER LIST**

SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$14.00 (1/5 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: 162601

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-DECDOR.DOC

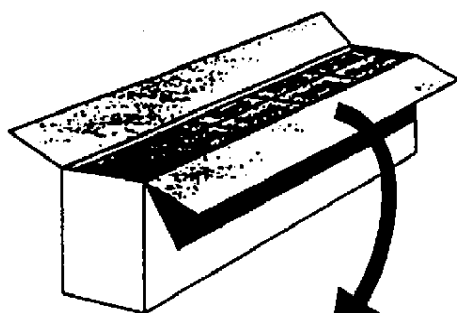
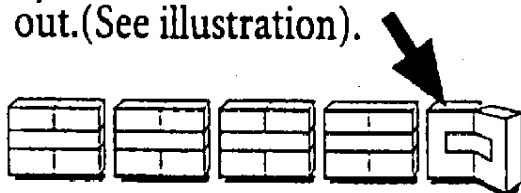
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WHOLESALE PACKING INSTRUCTIONS

VALUE-ADDED PROMOTIONS - 4TH QTR. '96

December DORAL National B2G1F (Buy 2 Packs Get 1 Pack Free)

Each white carton contains
Five Prebanded 2-Pack
B1G1F DORAL offers.
Four offers are banded side-
by-side. The fifth offer folds
out. (See illustration).



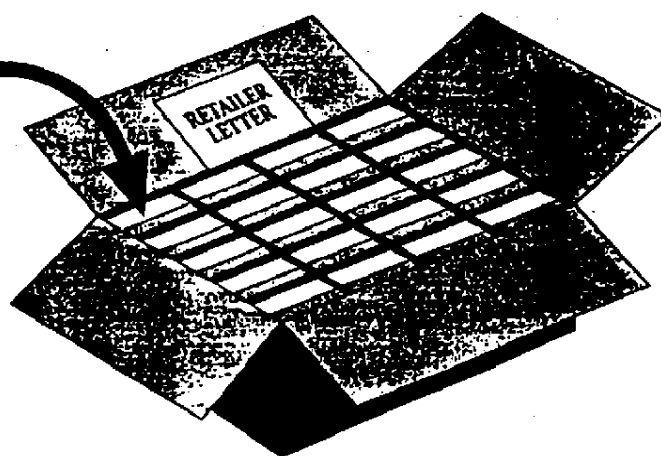
B1G1F
Pre-Banded Offer



"Live" Pack

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 1 B1G1F offer into each DORAL sleeve. (Each case contains 20 offers).
3. Add 1 "live" DORAL pack of same brand style to each offer.
4. Retailer Letter REMAINS in case.
5. Close the case.
6. Ship to retailer.



Item: #515990

Description: DORAL B2G1F Sleeve Kit

Brand Style	FF Kg	Lt 100				
Number of Cartons	2	2				

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SIS - VAP SCROLL LIST

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WHOLESALE: 124920 FRANK COLUCCI INC

INSTRUCTIONS: DECEMBER PROMOTION: DORAL B2G1F

BRAND STYLES: PF / FF 100 / LT / LT 100

SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT LISTED

Supplier	Account	Territory	Name	Address	City	State	Chain ID	CCF	Volume
319797	1626	01	FILL-N-SHINE	700 MAIN ST	NIAGARA FALLS	NY		A 12	
500318	1626	01	USA GAS #318	502 MAIN ST	NIAGARA FALLS	NY	0560-00-00	A 24	110
626726	1626	01	NICK'S SUNOCO #3	2977 NIAGARA FALLS BLVD.	AMHERST	NY		A 12	
656778	1626	01	NICK'S SUNOCO	925 PINE AVE	NIAGARA FALLS	NY		A 01	50
724561	1626	01	ON THE GO	8628 NIAGARA FALLS BLVD	NIAGARA FALLS	NY		A 01	25

Total Accounts 5

51862 3380

12/09/96

ACCOUNT NUMBER: 124920 FRANK COLUCCI INC
VOUCHER NUMBER: 15335214 1611 PINE AVE
DATE WRITTEN: 12/09/96 NIAGARA FALLS , NY 14301
STATUS: PAID
AMOUNT PAID: 14.00 SEND CHECK TO: PAYEE

DESCRIPTION	UNITS	AMOUNT
DISPLAY ASSEMBLY	0.50	14.00

EXPLANATION: DEC DORAL B2G1F 601794 / RN